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A
 UNIQUE
 PRODUCT

A
 WONDERFUL
 SERVICE

STORE DISPLAY OF HOLLAND FLOREX PERENNIALS

TRADELIST For the Season 1938

EXCLUSIVELY FOR
 DEPARTMENT STORES, GENERAL CHAIN AND
 HARDWARE STORES AND FLOWER SHOPS

HARDY PERENNIALS AND ROCK PLANTS
 PEONIES, IRIS AND DAHLIAS
 GLADIOLI, LILIES AND FALL BULBS

WELLER NURSERIES COMPANY, Inc.
HOLLAND, MICHIGAN

Weller's
Perennials
 with that
 Wonderful Root System



Backed by the World-Famous

*Weller's
Perennials*
with that
Wonderful Root System

INTRODUCTION

For Twenty-nine years the Weller Nurseries Co., Inc., has held an enviable reputation in the Nursery Trade of America as outstanding Horticulturists with sound and honorable principles in their dealings. With life-long experience as Perennial Specialists, Weller's Perennials have gained a world-wide reputation for their outstanding qualities, and our Slogan for Weller's Perennials "With That Wonderful Root System" carries the goodwill of hundreds of our customers.

OUR NURSERIES

Our Nurseries are located in Holland, Michigan, consisting of 100 acres of the finest sandy loam soil and with enough variety to be adaptable to all classes of plants. The growing, packing and shipping is completely supervised by five members of the Weller family, so that the strictest order is maintained among our employees. Thus we have a great advantage over many nurseries, continually confronted with the scarcity of experienced help.

WHY WE HAVE ADAPTED OURSELVES TO THE DEPARTMENT STORE TRADE ESPECIALLY

Through our years of experience in the wholesale business we have been able to observe the poor and backward methods of merchandising in the nursery business. Nurserymen hide themselves in the most obscure corners of the earth, where few can find them. They depend on their friends and acquaintances for their merchandising. In fact we have come to the obvious conclusion that Plants and Bulbs have never really been merchandised and that thousands of prospective Plant Buyers are going without from year to year, waiting for an opportunity to buy just what they want. And the remarkable success we have had with our Store Plant Service, even during these hard times, has more than proved that we are right.

EVEN POOREST STORE MERCHANDISING MET WITH SUCCESS

A considerable amount of Store Plant Merchandising has been done during the past few years, but it has been most inefficient, careless and without due regard for ultimate success. Plants were handled carelessly, not attractively displayed, under-grade stock, often dead before it reached the public, unreliable varieties; and still millions of plants have been so disposed of throughout the country.

WE HAVE OBSERVED THIS WITH INTEREST

If the Public will buy unreliable Plant Material, often dead, what will be the ultimate success with Plant Material which is reliable and will live? We have, therefore, used our experience in developing a New and Better way of Merchandising which will give those flower lovers just what they want and cause them to come back from year to year with more enthusiasm for a beautiful garden and more confidence in those stores that can render such a remarkable service?

THE POWER OF COMBINED CONCENTRATION

Nine wide-awake members of the Weller family are backing up Holland Florex Products, each with a life-long experience in the nursery business, making a grand total of 220 years of experience. Is it, therefore, any wonder that we have accomplished remarkable things and are able to give you and the public something which cannot be had elsewhere?

SCIENTIFIC ACHIEVEMENTS IN HOLLAND FLOREX PRODUCTS

In the scientific development of Holland Florex Products, two important factors have been studied, namely: Efficient Merchandising and the Preservation of Plant Life during Merchandising Process.

The Merchandising Process has been well taken care of as Exhibit A and B will show. It is most attractive, economical and efficient, and without a doubt the most Wonderful Display for Plants ever shown anywhere. While it has been difficult to achieve this, it is now a proven success.

The Preservation of Plant Life in transit has required years of experience and a good deal of money for experiments. However, we have been very fortunate in our results. Our Perennial Plants and Rock Plants have stood the highest tests. They have lived, grown and sometimes even have flowered in their original wraps, for over 50 days, without a drop of water, and they were still in good condition to transplant. By chemical applications, all chances for diseases, rot or mould have been eliminated. The Plants grow while in the Store and improve in bright and healthy appearance from day to day. All other Holland Florex Products are put up similarly, to preserve Plant Life and protect the Plants or Roots from drying out.

WE DISCOURAGE LARGE CONTRACT ORDERS

We positively discourage the placing of large orders for Plant and Bulb Material to be shipped at one time as has been practiced by the trade. It is risky and serves no purpose except for the nurseryman to unload and a surplus for the store manager to contend with. Surpluses of Nursery Stock never remain long in prime condition, and the results of such sales can only be ruinous to the Nursery Trade.

OUR STORE SERVICE IS THE ONLY SAFE AND SANE WAY

Our Merchandising service is efficient, logical and most economical. We advise our store managers not to over-order and guide them in the selection of a variety to suite the size of their store and locality, and in keeping close check on the sales each day they can re-order from day to day such varieties as sell most readily, thus keeping stocked for the greatest demand. In this way fresh stock is on display all the time and the chances of a big surplus at any time are small. In this way you are positive of making a profit.

SATISFACTION OUR GREATEST REWARD

During the last spring we have served about 125 stores, 32 of which wrote us a personal letter at the end of the season expressing their satisfaction with our service. Last fall the number of stores increased to 213. We shall be glad to refer you to any of these for information if you ask for it. One writes: "If all our customers' plants do as nicely as mine (some are blooming now), I believe the repeat business next spring will double and triple this, our first year's sales. . . ." And we have many similar and perhaps stronger expressions, which have given us much encouragement and satisfaction.

We will endeavor to serve you with the same efficiency and for your profit.

Cordially yours,

WELLER NURSERIES CO., INC.

HOLLAND, MICHIGAN.

SOME REMARKABLE FEATURES ABOUT HOLLAND FLOREX PERENNIALS AND ROCK PLANTS

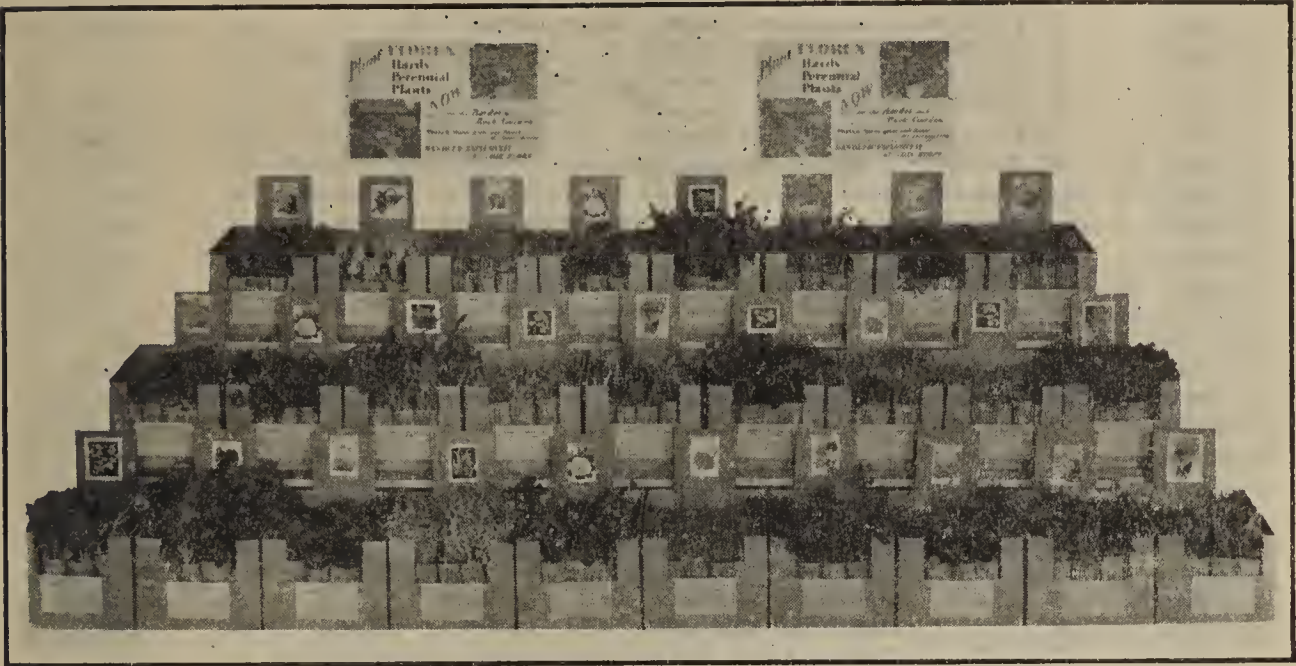
1. All our plants are two-year-old, field grown, graded to the proper size and ready to bloom the first year.
2. All plants are wrapped in a Waterproof Paper, which preserves the moisture inside the package and keeps the plant alive for a period of from two to six weeks right in the package, depending on conditions.
3. On each wrapper and package is printed neatly and uniformly the Name of the Brand (Florex Perennials), the Name of the Plant (Botanical as well as Common Name), color and full planting directions.
4. The roots of the plants are protected by a specially prepared, decayed, natural Peatmoss, well ground so that the fine particles are well distributed between the fine roots of the plants, which insures perfect safety and a positive growth of the plants.
5. The specially prepared Peatmoss serves in the meantime as a mulch and should be left in and around the roots when planted, which insures a quicker root action and better growth throughout the summer.
6. The carton in which these plants are shipped is light and the most economical in shipping charges. A box of 25 plants weighs from 8 to 10 pounds.
7. The carton can be opened and put on display at once, without unpacking, checking or rehandling, which saves time.
8. On the front of each carton is a sticker giving the Name of the Variety contained, so that varieties wanted can be easily and quickly located.
9. This method is of special value where large quantities are carried. The entire supply can be put in storage in the cartons, with the covers off, and new cartons taken up for sale as they are needed.
10. There will be no breakage or spoiling of plants by unnecessary handling.
11. Each carton contains a number of air holes for proper ventilation, which insures safer transportation and prevents losses.
12. Each carton contains a Picture of the Variety contained, pasted on strong cardboard and all ready to set up on the end of the box for display in the Store.
13. Because of the uniform method and reliable quality of Florex Perennials, they receive increased favor from year to year, because the public obtains the expected results.
14. We furnish a list of approximately 200 Varieties, some the Rare Kinds, as well as the most Popular Perennials and Rock Plants. This is the largest list offered by anyone to the Store Trade and it enables the Store Manager to give as efficient service as any up-to-date Nursery.
15. The Entire Variety is uniformly handled in every feature of our service so that anybody, Nurseryman or not, can handle them with ease and give their customers efficient and reliable service.

BEST TIME TO MERCHANDISE HOLLAND FLOREX PERENNIALS AND ROCK PLANTS

The Spring is and will undoubtedly remain the best time to Merchandise Plants of all kinds. Nature then provides a natural urge for the great outdoors and the beauty of life and as the landscape starts to develop its new foliage and the early Spring flowers make their appearance, it requires no great appeal to liven up the public's interest in Plants, seeds and Bulbs. We are pleased to state, however, that our first Fall merchandising campaign has been a great success and that it holds every promise of becoming a popular feature with the public to do more planting in the Fall in the future. There are a great many advantages, and our various garden magazines are doing a great deal of educational work to stimulate this interest.

For explanation of our Plan System see page 8.

EXHIBIT "A"



Proper Display of Holland Florex Perennials and Rock Plants.

FOR MEDIUM AND LARGE DEPARTMENT STORES

Perennials and Rock Plants have been displayed in various ways, but the above is the most economical and most efficient. Twenty-seven varieties are displayed in the smallest possible space and every one can be reached conveniently. The rack measures 3 feet 4 inches by 9 feet 10 inches. It can either be set against the wall or two racks may be set back to back. Thus 54 varieties can be displayed in a space of 6 feet 8 inches by 9 feet 10 inches, and the public can walk around it to make their selections. The racks can be made of wood or metal. WE WILL FURNISH A BLUE PRINT OF THIS RACK FREE OF CHARGE.

For the medium and large stores, where plenty of space can be had, we recommend the above system in preference to our "Economy Display," as it is by far the most showy and tends toward a larger volume of business.

	Price Per 1000	Retl. Price Per Plant
PLAN A—Holland Florex Perennials and Rock Plants	\$80.00	.18
(Prices as above except where otherwise noted)		

SPECIAL NOTICE: Orders are shipped in units of 25 plants to each carton, so orders should be made up that way.

- Fall Planting starts about September 10 to November 1.
- Spring Planting starts about March 15 to May 15.
- Varieties marked (*) should be planted only in the spring.
- When ordering by mail order by number; by wire, in code.

HOLLAND FLOREX ROCK PLANTS (General List)

CODE	NO.	
.....Alice	1	ALYSSUM (Sweet Alyssum). Golden yellow. 10 in. May.
.....Alleen	2	AQUILEGIA (Alpine Columbine). Mixed colors. 10 in. June.
.....Arbor	3	ARMERIA (Thrift). Various pink colors. 8 in. June.
.....Aster	4	ASTER (Alpine Aster). Blue. 8 in. June.
.....Ben	5*	BELLIS (English Daisy). Mixed. 4 in. May.
.....Bird	6*	" " " Pink. 4 in. May.
.....Back	7*	" " " Red. 4 in. May.
.....Boyd	8*	" " " White. 4 in. May.
.....Cala	9	CALAMINTHA (Calaminth). Rich purple. 6 in. June.
.....Camp	10	CAMPANULA (Harebell) Carpathica. Blue. 8 in. June.
.....Castle	11	" " " White. 8 in. June.
.....Dear	12	DIANTHUS (Cushion Pink). All colors. 8 in. May.
.....Door	13	" (Maiden Pink). Crimson. 8 in. May.

HOLLAND FLOREX ROCK PLANTS (Continued)

.....Early	14	EUPHORBIA (Evergreen Rockplant). Yellow flowers. 12 in. May.
.....Fog	15	FESTUGA (Blue Fescue Grass) Glaucia. Blue. 12 in.
.....Goat	16	GYPSOPHILLA (Dwarf Baby's Breath). White. 6 in. August.
.....Hcal	17	HFLIANTHEMUM (Sunrose). Pink and orange. 8 in. July.
.....Ida	18	IBERIS (Candy Tuft). Lavender. 12 in. June.
.....Ira	18a	INCARVILLEA (Hardy Gloxinea). Rose pink. 18 in. June.
.....Mart	19	MYOSOTIS (Forget-Me-Not). Blue. 6 in. May-June.
.....Net	21	NEPETA (Ground Ivy) Mussini. Lavender. 12 in. All summer.
.....Odd	22	OENOTHERA (Evening Primrose). Pink. 18 in. June-September.
.....Old	23	" " " Yellow. 18 in. June-September.
.....Pen	24	PENSTEMON (Dwarf Beard Tongue). Clear blue. 6 in. July.
.....Part	25	PHLOX (Creeping Subulata). Lavender. 3 in. May.
.....Pork	26	" " " Pink. 3 in. May.
.....Pad	27	" " " White. 3 in. May.
.....Post	28	PLATYCODON (Dwarf Balloon Flower). Blue. 12 in. June.
.....Pot	29	POTENTILLA (Cinquefoil) Alpestris. Yellow, 6 in. May.
.....Put	30	" " " Formosa. Bright pink. 8 in. May.
.....Ran	31	RANUNCULUS (Buttercup). Double yellow. 10 in. May.
.....Soda	32	SEDUM (Golden Moss) Acre. Yellow. 4 in. June.
.....Sod	33	" (White Moss) Album. White. 4 in. June.
.....Sugar	34	" (Pink Moss) Anglicum. Soft pink. 3 in. June.
.....Salt	35	" (Blue Moss) Glaucum. Blue. 4 in. June.
.....Sack	36	" (Stonecrop) Spectabilis. Rosy red. 10 in. August.
.....Sand	37	" (Trailing Moss) Stonoliferum. Bright pink. 6 in. July.
.....Seed	37a	SEMPERVIVUM (House Leak or Hen and Chickens). All colors. 4 in.
.....See	38	STOKESIA (Stoke's Aster) Blue. 10 in. All summer.
.....Saw	39	" " " White. 10 in. All summer.
.....Tune	40	TUNICA (Coat Flower) Saxifraga. Flesh pink. 8 in. July.
.....Vern	41	VERONICA (Dwarf Speedwell). Blue. 10 in. All summer.
.....Vast	42	" " " Pink. 10 in. All summer.
.....Very	43	" " " Incana. Silver leaf, blue flowers.
.....Vink	44	VINCA (Periwinkle or Myrtle). Blue. 3 in. May.
.....Vine	45*	VIOLA (Tufted Pansy). Mixed. 3 in. All summer.
.....Virus	46*	" " " Black. 3 in. All summer.
.....Visit	47*	" " " Blue. 3 in. All summer.
.....Vista	48*	" " " Mauve. 3 in. All summer.
.....Void	49*	" " " Purple. 3 in. All summer.
.....Vale	50*	" " " White. 3 in. All summer.
.....Valve	51*	" " " Yellow. 3 in. All summer.
.....Volt	52	VIOLET (Fragrant) Prince of Wales. Blue. 4 in. May.

HOLLAND FLOREX PERENNIALS (General List)

.....Abut	53	ACHILLEA (Yarrow). Double white. 3 ft. All summer.
.....Accent	54	" " " Pink. 2 ft. All summer.
.....Acuse	55	" " " Yellow. 3 ft. All summer.
.....Actor	55a	ACONITUM (Monkshood). Deep violet. 2 ft. Aug.-Sept.
.....Ace	56	ANTHEMIS (Marguerite) Kelwayi. Golden yellow. 2 ft. June-July.
.....Acorn	57	AQUILEGIA (Columbine) Long Spurred Hybrids. Mixed. 3 ft. May-June.
.....Acre	58	" " " Blue. 42 in. May-June.
.....Adam	59	" " " Pink. 30 in. May-June.
.....Addiot	60	" " " Scarlet. 30 in. May-June.
.....Addle	61	" " " White. 2 ft. May-June.
.....Adept	62	" " " Yellow. 30 in. May-June.
.....Adolph	63	ARTEMISIA (Silver Beauty). Silver Leaves. 24 in.
.....Afire	65	ASTER (Michaelmas Daisy). Mixed. 4 ft. May-June.
.....After	66	" " " Blue. 4 ft. May-June.
.....Ahoy	67	" " " Pink. 4 ft. May-June.
.....Air	68	" " " Red. 5 ft. May-June.
.....Aim	69	" " " White. 3 ft. May-June.
.....Babe	70	BOCCONIA (Plume Poppy). White. 8 ft. July-Aug.
.....Chain	71*	CAMPANULA (Canterbury Bell). Mixed. 2 ft. June.
.....Chalk	72*	" " " " Dark blue. 2 ft. June.
.....Chick	73*	" " " " Light blue. 2 ft. June.
.....Cheap	74*	" " " " Pink. 2 ft. June.
.....Check	75*	" " " " White. 2 ft. June.
.....Chock	76	CAMPANULA (Peach Bell) Persicifolia. Blue. 3 ft. June.
.....Chum	77	" " " " White 3 ft. June.

HOLLAND FLOREX PERENNIALS (Continued)

.....Cite	78	CARNATION (Hardy)	Giant. Mixed.	18 in. July.			
.....Cloak	79	"	"	Pink.	18 in. July.		
.....Claim	80	"	"	Red.	18 in. July.		
.....Clerk	81	"	"	White.	18 in. July.		
.....Clef	82	"	"	Yellow.	18 in. July.		
.....Clew	83	CENTAUREA (Cornflower).	Blue.	2 ft. July-Aug.			
.....Click	84	"	"	Pink.	2 ft. July-Aug.		
.....Cleg	85*	CHRYSANTHEMUM (Hardy Mums)	Large Flowering.	Mixed.	30 in. Sept.-Oct.		
.....Cloth	86*	"	"	"	Bronze.	30 in. Sept.-Oct.	
.....Coal	87*	"	"	"	"	Pink.	30 in. Sept.-Oct.
.....Coat	88*	"	"	"	"	Red.	30 in. Sept.-Oct.
.....Cut	89*	"	"	"	"	White.	30 in. Sept.-Oct.
.....Cob	90*	"	"	"	"	Yellow.	30 in. Sept.-Oct.
.....Cod	91*	CHRYSANTHEMUM (Hardy Mums)	Button Flowering.	Mixed.	30 in. Sept.-Oct.		
.....Coin	92*	"	"	"	"	Bronze.	30 in. Sept.-Oct.
.....Cold	93*	"	"	"	"	Pink.	30 in. Sept.-Oct.
.....Comb	94*	"	"	"	"	Red.	30 in. Sept.-Oct.
.....Come	95*	"	"	"	"	White.	30 in. Sept.-Oct.
.....Card	96*	"	"	"	"	Yellow.	30 in. Sept.-Oct.
.....Cool	97*	CHRYSANTHEMUM (Hardy Mums)	Pompom Flowering.	Mixed.	30 in. Sept.-Oct.		
.....Cope	98*	"	"	"	"	Bronze.	30 in. Sept.-Oct.
.....Corona	99*	"	"	"	"	Pink.	30 in. Sept.-Oct.
.....Count	100*	"	"	"	"	White.	30 in. Sept.-Oct.
.....Couch	101*	"	"	"	"	Yellow.	30 in. Sept.-Oct.
.....Cover	102	COREOPSIS (Tickseed)	Lanceolata.	Yellow.	2 ft. All summer.		
.....Daily	103	DELPHINIUM (Larkspur)	Belladonna.	Light blue.	3 ft. All summer.		
.....Dame	104	"	"	Bellamosa.	Dark blue.	3 ft. All summer.	
.....Damp	105	"	"	English Hybrids.	Mixed.	5 ft. All summer.	
.....Dale	105a	"	(Hollyhock Larkspur)	Wrexham.	All colors.	5 ft. All summer.	
.....Dans	106	DIANTHUS (Hardy Pink)	Plumarius.	Single mixed.	18 in. June.		
.....Dare	106a	DIANTHUS (Hybrid Sweet William)	Sweet Wivelsfield.	Most beautiful and striking colors.	18 in. June-July.		
.....Dark	107*	DIGITALIS (Foxglove).	Giant mixed.	3 ft. June.			
.....Dash	108*	"	"	Purple.	3 ft. June.		
.....Date	109*	"	"	Rose.	3 ft. June.		
.....Day	110*	"	"	White.	3 ft. June.		
.....Davis	111*	"	"	Yellow.	3 ft. June.		
.....Dawn	112	DIELYTRA (Bleeding Hearts).	Red.	2 ft. June.			15c
.....Eddy	113*	EUPATORIUM (Hardy Ageratum).	Lavender.	12 in. Oct.			
.....Free	114	FUNKIA (Plantain Lily).	Blue.	2 ft. July.			
.....Gus	115	GAILLARDIA (Blanket Flower).	Crimson and gold.	2 ft. All summer.			
.....Grid	116	GRASS (Ornamental).	Narrow green leaves.	4 ft.			
.....Gyp	117	GYPSOPHILLA (Baby's Breath).	White.	30 in. July.			
.....Hand	118	HELIANTHUS (Perennial Sunflower).	Golden yellow.	4 ft. July.			
.....Hard	119	HEMEROCALLIS (Day Lily)	Orange.	4 ft. July.			
.....Head	120	"	"	Yellow.	3 ft. July.		
.....Here	121	HIBISCUS (Giant Mallow).	Mixed.	5 ft. Aug.			
.....Hip	122	"	"	Pink.	5 ft. Aug.		
.....Hat	123	"	"	Red.	5 ft. Aug.		
.....Hide	124	"	"	White.	5 ft. Aug.		
.....Herd	125*	HOLLYHOCK (Double).	Mixed.	6 ft. July.			
.....Hew	126*	"	"	Maroon.	6 ft. July.		
.....Help	127*	"	"	Pink.	6 ft. July.		
.....High	128*	"	"	Red.	6 ft. July.		
.....Hock	129*	"	"	Salmon.	6 ft. July.		
.....Hinch	130*	"	"	White.	6 ft. July.		
.....Hive	131*	"	"	Yellow.	6 ft. July.		
.....Hog	132*	HOLLYHOCK (Single).	Mixed.	6 ft. July.			
.....Hood	133*	"	"	Black.	6 ft. July.		
.....Hoof	134*	"	"	Pink	6 ft. July.		
.....House	135*	"	"	Red.	6 ft. July.		
.....Hour	136*	"	"	White.	6 ft. July.		
.....Hoy	137*	"	"	Yellow.	6 ft. July.		
.....Howe	138	IRIS GERMANICA (Liberty Iris)	Mixed.	30 in. May.			
.....Idol	139	"	"	Blue.	30 in. May.		
.....Idler	140	"	"	Lavender.	30 in. May.		
.....Ilex	141	"	"	Pink.	30 in. May.		
.....Indian	142	"	"	Purple.	30 in. May.		
.....Injure	142a	"	"	White.	30 in. May.		

HOLLAND FLOREX PERENNIALS (Continued)

.....Index	143	IRIS GERMANICA (Liberty Iris)	Yellow.	30 in. May.
.....Inruse	144	" " " "	Yellow and brown.	30 in. May.
.....Ink	145	IRIS KAEMPFERI (Japanese Iris).	Mixed.	3 ft. June.
.....Leg	146	LATHYRUS (Perennial Pea).	Mixed.	Climbing.
.....Lear	147	" " " "	Red.	Climbing.
.....Leak	148	" " " "	Rose.	Climbing.
.....Lend	149	" " " "	White.	Climbing.
.....Lick	150	LAVENDULA (Sweet Lavender).	Blue.	18 in. Aug.
.....Life	151	LIATRIS (Blazing Star) Spicata.	Rich purple.	3 ft. Aug.
.....Libel	152	LILIUM TIGRINUM (Tiger Lily).	Orange.	3 ft. Aug.
.....Limb	153	LILY OF THE VALLEY.	White.	8 in. May.
.....Lime	154	LINUM (Perennial Flax).	Blue.	18 in. June-July.
.....Link	155	LYNCHNIS (Catchfly).	Deep rose.	3 ft. June-July.
.....Mary	156*	MATRICARIA (Feverfew).	Double white.	2 ft. July-Aug.
.....Pass	157	PAPAYER (Oriental Poppy).	Scarlet.	3 ft. June.
.....Pave	158	PENSTEMON (Beard Tongue) Torreyi.	Scarlet.	3 ft. July.
.....Paste	159	LUPINUS (Hardy Lupine).	Blue.	3 ft. July.
.....Pear	160	" " " "	Rose.	3 ft. July.
.....Pick	161	" " " "	White.	3 ft. July.
.....Pier	162	PHLOX (Hardy Phlox).	Mixed.	3 ft. July-Aug.
.....Pile	163	" " " "	Blue.	3 ft. July-Aug.
.....Place	164	" " " "	Crimson Eye	3 ft. July-Aug.
.....Plea	165	" " " "	Pink.	3 ft. July-Aug.
.....Plate	166	" " " "	Purple.	3 ft. July-Aug.
.....Paris	167	" " " "	Red.	3 ft. July-Aug.
.....Pluck	168	" " " "	Salmon.	3 ft. July-Aug.
.....Plug	169	" " " "	Scarlet.	3 ft. July-Aug.
.....Pluto	170	" " " "	Variegated.	3 ft. July-Aug.
.....Peach	171	" " " "	White.	3 ft. July-Aug.
.....Pop	172	PHYSOSTEGIA (False Dragonhead).	Lilac rose.	2 ft. July.
.....Poor	173	" " " "	White.	2 ft. July.
.....Port	174	PHYSALIS FRANCHETTI (Chinese Lantern).	Coral red.	2 ft. Sept.
.....Pound	175	PLATYCODON (Balloon Flower).	Blue.	2 ft. Aug.
.....Press	176	" " " "	White.	2 ft. Aug.
.....Prime	177	PYRETHRUM (Painted Daisy) Roseum.	Mixed.	2 ft. May-June.
.....Rex	178	RUDBECKIA (Golden Glow.)	Golden yellow.	4 ft. July-Aug.
.....Rod	179	RUDBECKIA (Purple Coneflower).	Light purple.	3 ft. July-Aug.
.....Sold	180	SALVIA (Flowering Sage).	Sky blue.	3 ft. Aug.
.....Sally	181	SCABIOSA (Blue Bonnet).	Lavender.	2 ft. All summer. (SOLD OUT).
.....Sap	182	SHASTA DAISY (Alaska).	Large Flowering.	White. 2 ft. All summer.
.....Soon	183	STATICE (Great Sea Lavender).	Lavender.	18 in. Aug.
.....Sun	184	SWEET WILLIAM, Giant mixed.		18 in. May-June.
.....Soft	185	" " " "	Crimson eye.	18 in. May-June.
.....Snow	186	" " " "	Pink.	18 in. May-June.
.....Sneak	187	" " " "	Scarlet.	18 in. May-June.
.....Smoke	188	" " " "	White.	18 in. May-June.
.....Turkey	189*	TRITOMA (Red Hot Poker).	Orange spikes.	3 ft. Aug.
.....Vain	190	VERONICA (Speedwell).	Deep blue.	18 in. July-Aug.
.....Yuc	191	YUCCA (Adams Needle) Filamentosa.	White.	4 ft. July.

OUR PLAN SYSTEM

FOR MEDIUM AND LARGE DEPARTMENT STORES

For Perennials, Rock Plants and Peonies we recommend (Exhibit A), Plan A and C, which are furnished in units of 25 plants to each carton with each carton equipped completely for immediate display. For Fall Bulbs, Dahlias and Gladiolus Bulbs we recommend (Exhibit B), Plan E, F, G and H.

FOR GENERAL STORES, CHAIN STORES AND FLOWER SHOPS

For all classes of Plants and Bulbs we recommend (Exhibit B), Plan B, D, F, G, and H.

We have established eight PLANS from A to H, each of which has been carefully calculated to suit your requirements, both to afford an efficient merchandising system and at the same time exert economy throughout our entire system. No risk and sure profits for you, and repeat orders for us. A mutual interest for profits.

EXHIBIT "B" (Economy Display)



Economy Display of Holland Florex Perennials and Rock Plants.

FOR GENERAL STORES, CHAIN STORES AND FLOWER SHOPS

We have solved the problem of the smaller stores for attractively and economically displaying Plants, Peonies and Bulbs in their store with a good line of varieties in minimum space. The Economy Display is beautiful and appealing and has even more selling power than where plants are shown in the open field.

This Economy Display consists of: A beautiful, well-built metal stand, which will look well on an ordinary table or your counter, and takes up a space of 34 inches by 26 inches for the entire display. It is made up of three shelves, each holding four attractive green colored cartons, a total of twelve cartons, each of which will contain a separate variety and twelve plants of a kind, making a total of 144 plants to a stand in twelve different popular varieties. On the front of each carton, as can be seen from Exhibit B, is an attractive picture of the variety contained as well as the botanical and common name and its color. On top of this stand, and harmonizing with the entire display, is a beautiful Placard, featuring each particular Holland Florex Product in name and form.

PLAN B—Holland Florex Perennials (Economy Display)	Price	Retl. Price
	Per Stand	Per Plant
Furnished with Metal Stand, with 12 display cartons, each containing 12 plants of a separate variety, or 144 plants in all.	\$13.00	.18
Re-orders at each plant	.08	.18

For the smaller stores and unless there is more space to handle a larger number of varieties, we suggest that you handle two stands or 24 varieties, which just about comprises 24 of the most popular kinds.

For the most popular varieties we recommend the following numbers: Nos. 57, 78, 102, 105, 106, 115, 117, 145, 146, 152, 157, 163, 164, 165, 166, 167, 171, 174, 175, 177, 182, 183, 184 and 190. For description and further varieties see Plan A (General List).

HOLLAND FLOREX ROCK PLANTS

Owing to the popularity of Rock Plants it will be desirable to handle a Stand (Economy Display), of those if you have room for same. We recommend the following 12 numbers as the most popular varieties: Nos. 1, 3, 12, 16, 19, 26, 36, 40, 42, 45 and 52. For description and further varieties see PLAN A (General List).

Re-orders on the above will be shipped in regular cartons, several varieties in one box, without display matter. Fall and Spring sales the same as of PLAN A.

HOLLAND FLOREX PEONIES

Never before have Peonies been properly merchandised. Only Red, White and Pink have been offered in the stores, without giving the public the least security as to what kind of flower these plants would produce. We, therefore, feel that in offering a fine collection of varieties of established merit, which will produce good, large, double blooms we give the dealer a commodity that will not only give more satisfaction to the public, but will create more confidence and a greater interest, consequently larger sales.

We have made up the following collection with the utmost care and can safely recommend it as the most wonderful value which has ever been offered over the counter. The regular retail price of these varieties is from 50c to \$1.00 each.

Holland Florex Peonies are furnished in a strong root, containing at least from one to three strong flowering eyes. The roots have been reduced in size from the regular clump for two sensible reasons: (1) Because to better adapt them to uniform packing, and (2) Because the general grade of Peonies sold at retail contain far too many eyes to give satisfactory blooms afterwards. A Peony planted with too many eyes will produce nothing but growth and no flowers.

Holland Florex Peonies are wrapped and prepared the same way as Holland Florex Perennials. Fall planting starts about September 10 to November 1. Spring planting starts about March 15 to May 15. Order in units of twenty-five plants to each carton only.

		Price Per 1,000	Retl. Price Per Plant
PLAN C—Holland Florex Peonies.....		\$120.00	.30
Furnished as per Exhibit A in display cartons, each containing 25 plants of a separate variety.			
.....Adrian	300	PEONY AVALANCH. Large, late, fragrant white, flaked crimson. Perfect in form.	
.....Albert	301	PEONY ALBERT CROUSSE. Extra fine shell-pinfl. Free bloomer and beautiful.	
.....Court	302	PEONY COURONNE D'OR. Famous crown of gold. Snow-white, reflecting golden yellow stamens.	
.....Edulis	303	PEONY EDULIS SUPERBA. Earliest bright pink. Fine for cutting.	
.....Felix	304	PEONY FELIX CROUSSE. Rich, dazzling ruby red. One of the best.	
.....Festiva	305	PEONY FESTIVA Maxima. Very early white, flecked, crimson. Best popular white.	
.....Karl	306	PEONY KARL ROSENFELD. Dark clear, brilliant, velvety crimson. A gorgeous Peony.	
.....Living	307	PEONY LIVINGSTON. Pale lilac-rose with sheen silver. The best late pink Peony.	
.....Calot	308	PEONY MADAME CALOT. Wonderful blush white, overlaid with silvery pink. Early free bloomer.	
.....Jules	309	PEONY MONSIEUR JULES ELIE. Early, glossy lilac-pink with deeper center. Fragrant. Wonderful.	
.....Queen	310	PEONY QUEEN VICTORIA. Clear white, bomb type. An excellent Peony.	
.....Rubra	311	PEONY RUBRA SUPERBA. Late, rich, brilliant bright crimson. Enormous flower.	

		Price Per Stand	Retl. Price Per Plant
PLAN D—Holland Florex Peonies (Economy Display).....		\$19.00	.30
Furnished with Metal Stand with 12 display cartons, each containing 12 plants of a separate variety as per list of PLAN C, or 144 plants in all.			
Re-orders at each plant.....		.12	.30

Re-orders on the above will be shipped in regular cartons, several varieties in one box, without display matter. Fall and spring sales the same as of PLAN C.

HOLLAND FLOREX FALL BULBS

PLAN E
FOR FALL SALES ONLY

HOLLAND FLOREX DAHLIAS

A well selected collection of the most exquisite varieties containing twelve different shades, very free flowering kinds and of latest introduction. The flowers are immense in size.

Each tuber is of strong flowering size and to insure the same from drying out in your store, each tuber is put in a cellophane wrapper with fine, ground imported Peat Moss as a filler and protection for the root from injury. There is no safer and better way to merchandise Dahlia roots.

FOR SPRING SALES ONLY. Sales start about April 1 to June 15.

	Price Per Stand	Retl. Price Per Plant
PLAN F—Holland Florex Dahlias (Economy Display)	\$16.00	.18

Furnished with Metal Stand with 12 display cartons, each containing 15 tubers of a separate variety as listed below, or 180 tubers in all.

	Re-orders at each tuber	.08	.18
.....Beaut	500 DAHLIA AMERICAN BEAUTY. Show variety. Large wine red.		
.....Lons	501 DAHLIA COUNTESS OF LONSDALE. Large amber-like Cactus.		
.....Crime	502 DAHLIA CRIMSON BEAUTY. Beautiful deep crimson. Free flowering.		
.....Gate	503 DAHLIA GOLDEN GATE. Gold, overlaid pale bronze. Hybrid Cactus.		
.....Jersey	504 DAHLIA JERSEY BEAUTY. Largest pure pink. Very best.		
.....Maud	505 DAHLIA MAUD ADAMS. Snow white, overlaid with pink. Free flowering.		
.....Bach	506 DAHLIA MRS. CARL SALBACH. Mauve pink with white blendings. Fine.		
.....Warn	507 DAHLIA MRS. I. D. VER WARNER. Deep orchid pink. One of the finest.		
.....Pearl	508 DAHLIA PURPLE BEAUTY. A fine intense purple. Medium flower.		
.....Sylv	509 DAHLIA SYLVIA. Deep pink, tinted flesh pink. Profuse bloomer.		
.....White	510 DAHLIA WHITE QUEEN. Immense pure white. Rare variety.		
.....Duke	511 DAHLIA YELLOW DUKE. A large primrose yellow. Long stem.		

Re-orders on the above can be made in any quantity and will be shipped in regular cartons without display matter.

HOLLAND FLOREX GLADIOLI

A Most Popular Collection for Spring Planting.

Gladiolus bulbs have always been very popular, but they have never been displayed effectively nor has the public's tastes been considered in the selection of varieties or quality of the bulbs. The following list of varieties has been carefully selected. It contains every color of the rainbow. Every variety will produce a perfect flower and the bulbs are of the highest grade. In placing your order for Gladiolus Bulbs be sure to make up your mind as to whether you wish to handle No. 1, first size, or No. 2, second size. No. 1 bulbs are larger and no doubt have more sales appeal; No. 2 is the next smaller size. Both sizes, however, will give a satisfactory flower the first summer.

FOR SPRING SALES ONLY. Sales start about March 15 to July 1.

	Price Per Stand
PLAN G—Holland Florex Gladioli (Economy Display), No. 1 First Size	\$17.00

Furnished with Metal Stand with 12 display cartons, each containing a separate variety as listed below and 100 bulbs to each box, or 1200 bulbs in all.

Re-orders at per 1,000 bulbs, No. 1 First Size 12.50

PLAN H—Holland Florex Gladioli (Economy Display), No. 2, Second Size	\$27.00
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Furnished with Metal Stand with 12 display cartons, each containing a separate variety as listed below and 200 bulbs to each box, or 2,400 bulbs in all.

Re-orders at per 1,000 bulbs, No. 2 Second Size 10.00

.....Annie	600 GLADIOLUS ANNIE LAURIE. Ruffled, delicate pink, deeper rose towards edge.	
.....Saylor	601 GLADIOLUS E. J. SHAYLOR. Deep rose. Very large.	
.....Kirt	602 GLADIOLUS EVELYN KIRTLAND. Warm rosy pink, deeper at center. Scarlet blotch.	
.....Sword	603 GLADIOLUS FLAMING SWORD. Brilliant red, overlaid with orange. Tall spike. Very early.	
.....Letter	604 GLADIOLUS LILY WHITE. Creamy white, Very early.	
.....Norton	605 GLADIOLUS MRS. DR. NORTON. Creamy white, edged with La France pink. Extra.	
.....King	606 GLADIOLUS MRS. F. KING. Flame red with shade of salmon. Very tall	
.....Panama	607 GLADIOLUS PANAMA. Large, clear pink. Very fine.	
.....Peace	608 GLADIOLUS PERSIA. Deep mahogany red; almost black.	
.....Persia	609 GLADIOLUS PEACE. Pure white with lilac feathering.	
.....Swab	610 GLADIOLUS SCHWABEN. Light yellow with little red stripes on lower petal.	
.....Zang	611 GLADIOLUS TYCKO ZANG. Clear salmon pink with white throat. Immense flower.	

IMPORTANT INSTRUCTIONS

HOW TO ORDER AND WHEN—Considering the complications of our service and the large amount of material involved, it is important that you place your orders at once. You do not need to contract for a whole season's supply, just so we have your initial order for each item and know that you are going to handle Holland Florex Products. We can take on only a certain number of stores and when we have enough and especially in your locality, we will have to refuse further season's contracts. Our service has been a success, so we can be sure of plenty of interest, and there is a good chance that we will have to refuse new customers later in the season. If you are not acquainted with the varieties we shall be glad to help you.

HOW TO DISPLAY—In putting the material on display always be sure to start from the lowest number and follow up with the next, which is the only safe way in getting the different classes together. This is very important. It brings all your Rock Plants together, your Hollyhocks, Phlox, etc., which is the only way to afford the public opportunity to make a proper selection.

WHO TAKES CHARGE—It is best to select one of your best clerks and put him in charge of the Plant Department. Select one who likes flowers and if possible who knows something about them. He will answer questions more interestingly and intelligently and take better care of the material, which is also essential. Try, if possible, to use the same clerk from year to year.

CHECK UP—Have him check up every night which varieties sold best and re-order on those varieties of which he is running short. It does not pay to have empty cartons standing on your counter and announce that you are "all out." Buyers usually go where they can obtain the best selection.

CARE OF STOCK—Especially Perennials and Rock Plants should be looked over every day. Every precaution has been taken against possible rot or decay, but inspection pays. Have the dead leaves picked off and feel in the package whether there is any moisture there. The plants as a rule do not require any sprinkling, but it is well to wet such as have dried out. Do not sprinkle because of habit, for sprinkling too much is more dangerous than letting the plant dry up.

SUPPLY IN STORE—Keep a moderate supply of plants in the store but never more than one carton of 25 plants of each variety. Keep any additional supply in the coolest place you can find, being sure to keep the plants dry and the covers off the boxes to afford plenty of ventilation.

HOW TO ORDER—For your convenience every variety has been given a number. When ordering by mail, please order by number. For prompt delivery use special delivery service. For rush orders by wire we have established a code, which you will please use in ordering by telegram. In sending off your order early in the morning use Day Letter Service. The average for Day Letter Service is 30 minutes. In sending your order at night use Night Letter Service, which will reach us early the following morning.

TIME OF ORDERING—If immediate service is desired, the re-ordering should be done early in the morning and we will get it out the same day. Saturday and Monday are our busy days, so it is well to place your order early for those days.

BEST WAY TO SHIP—The best way to ship is by Railway Express. It reaches you surer and quicker than any other way. We obtain special service from them. It does not pay to wait for material and sell nothing in the meantime.

HOW TO ANSWER QUESTIONS

PERENNIALS AND ROCK PLANTS—All Perennials and Rock Plants will flower the first season. Iris will sometimes, but usually the second year. Perennials and Rock Plants planted in the fall should be given a little covering of leaves or straw the first winter to protect them from heaving out of the ground.

The height and time of flowering is given after each variety, either in inches (in.), or in feet (ft.), and May-June or August. Plantings should be made according to the height, the lowest growing plants in front; the higher in the back.

The distance to plant Perennials is from 12 to 18 inches apart, according to the size of the plants when matured. Twelve inches is a safe and general rule. Rock Plants are planted in the rock garden in pockets, which is the space between the stones, usually from one to three plants in each pocket, depending upon the size. A rule of 12 inches of space is also a safe rule to follow.

Some varieties listed are Biennials, such as *Campanula* (Canterbury Bells), *Carnation*, *Digitalis* and *Sweet William*. Such varieties should be left to resow themselves, in which way the supply of new plants is kept up indefinitely. Biennials only live for one or two years, but sometimes longer.

All *Phlox* from No. 162 to 171 are tall growing varieties. For dwarf varieties see *Rock Plants*.

Varieties which will grow in the shade are: Nos. 14, 19, 25, 26, 27, 29, 30, 31, 32, 33, 34, 35, 36, 37, 37a, 44, 46, 47, 48, 49, 50, 51, 52, 55a, 57, 58, 59, 60, 61, 62, 107, 108, 109, 110, 111, 112, 114, 119, 120, 138, 139, 140, 141, 142, 143, 144, 144a, 145, 153, 159, 160, 161, 174. For most plants, however, a southern exposure is better.

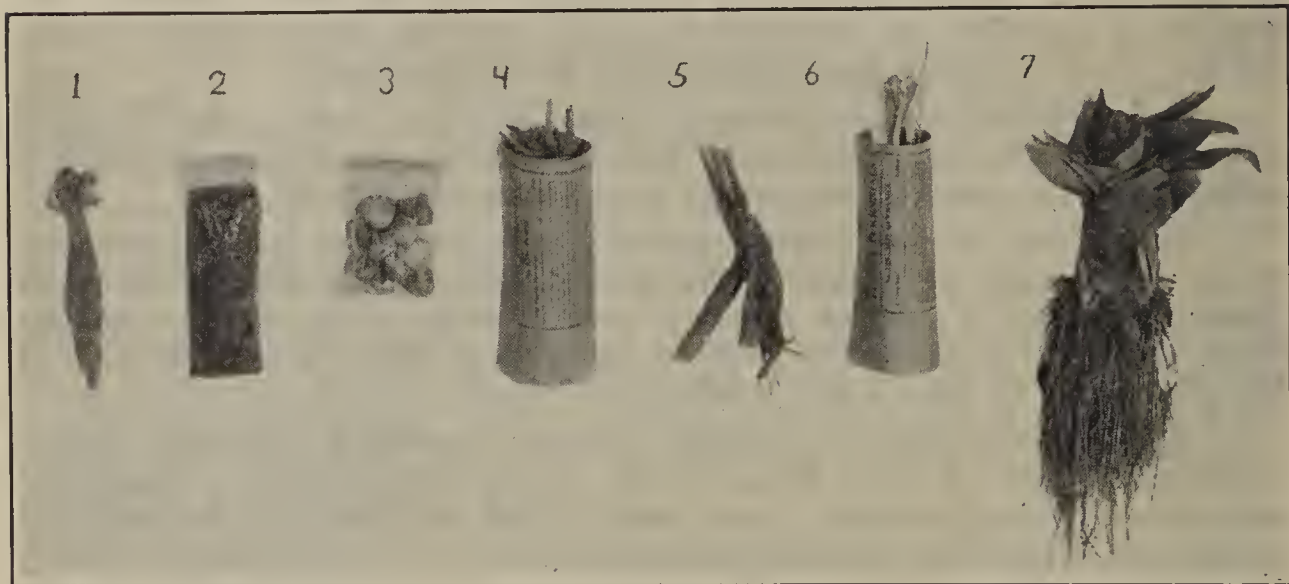
For fertilizers, most any kind of commercial fertilizer will do, but preferably those which have a low analysis. Care should be taken that the fertilizer is not spread too close to the roots to prevent burning. Most soils are devoid of sufficient lime. Therefore, a reasonable application of lime will do wonders. Do not advise lime for *Lupinus*.

GLADIOLUS BULBS—*Gladiolus* Bulbs should be planted in the Spring only, dug up in the Fall, dried and cleaned and stored away in a dry frost-proof place until the following spring. Plant four to five inches deep. The best effect is obtained by planting them close together, say about four inches apart. They can be planted from April 1 until July 1, and if planted at intervals of two weeks flowers can be had all summer long. For fertilizer use bonemeal.

PEONIES—Peonies are most successfully planted in the fall, but if planted early, spring planting is just as satisfactory. Peonies like a heavy soil, so it is advisable to add some clay or good black loam to the soil if too sandy. Plant Peony roots with the growing eyes (sprouts) up, about two inches under the surface of the soil, and water frequently. They should be planted about three feet apart. To obtain flowers in a Peony bed during the summer, advise the planting of *Phlox* in between, which shows up very effectively above the foliage of the Peonies. Peonies as a rule will not flower until the second year after planting.

DAHLIAS—Dahlias like a deep black loam soil, well drained. They should be planted in the spring, which can be done from April 1 to July 1 and dug up in the fall, dried and stored away in a dry, frost-proof place, the same as *Gladiolus* bulbs. A sprinkling of sulphur powder over the roots while in storage will prevent mildew and mould. Plant Dahlias about four or five inches deep and about three feet apart each way. As a rule, late planting is preferred, say about June 1, which will cause the plants to bloom when the hottest part of the summer is over and the blooms will be better. For fertilizer use bonemeal.

SOME OF HOLLAND FLOREX PRODUCTS BEFORE AND AFTER PREPARATION FOR PROPER MERCHANDISING



No. 1. A Dahlia Tuber. Note its strong and sound features, with a good growing eye to produce a large, thrifty bush the first summer and an abundance of flowers.

No. 2. The same Dahlia Tuber packed in cellophane with a filler of imported Peat Moss to preserve the vitality of the root and protect the same from drying out, and from injury. All ready for merchandising.

No. 3. A finished package of Grape Hyacinths and Spanish Iris, packed in cellophane to protect the bulb from drying out and injury. All ready for merchandising.

No. 4. A finished Peony root, properly protected by specially prepared natural Peat Moss, wrapped in moisture-proof paper, on the outside of which is neatly printed the Brand Name, Name of the Plant and Description, and Complete Planting Directions. Most efficient, neat and appealing. All ready for merchandising.

No. 5. The same Peony before being packed. Note the sturdy, healthy appearance of the plant; clean, fleshy and healthy roots. A Plant full of possibilities.

No. 6. A wrapped Perennial Plant, properly protected by specially prepared natural Peat Moss, enclosed in moisture-proof paper, on the outside of which is neatly printed the Brand Name, Name of the Plant and Description, and Complete Planting Directions. Most efficient, neat and appealing. All ready for merchandising.

No. 7. A Perennial Plant before being packed. Not enough could be said about this Plant. It is a true representation of Weller's Famous Perennials: "With That Wonderful Root System." This plant represents a real finished product. Only such Plants are grown in Holland, Michigan; only such plants give sure results and make repeat sales.

HOLLAND FLOREX PRODUCTS

Holland Florex Products carry two most valuable features. Through their sales appeal they afford the largest possible sales volume, and through their scientific preparation they carry the minimum risk to plant life.

Judge for yourself why it is more profitable to handle Holland Florex Products than any other plant products on the market.

Holland Florex Gift Box

OF MOST COLORFUL COLLECTION OF GLADIOLUS BULBS

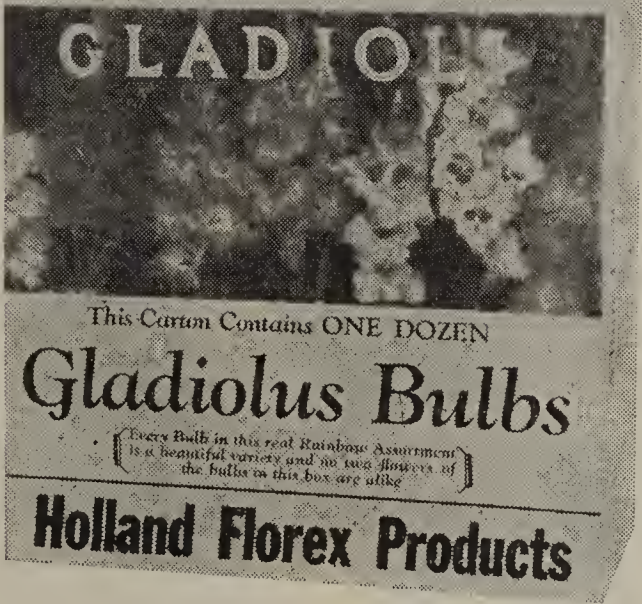
HIGHEST
QUALITY

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ATTRACTIVE

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BIGGEST
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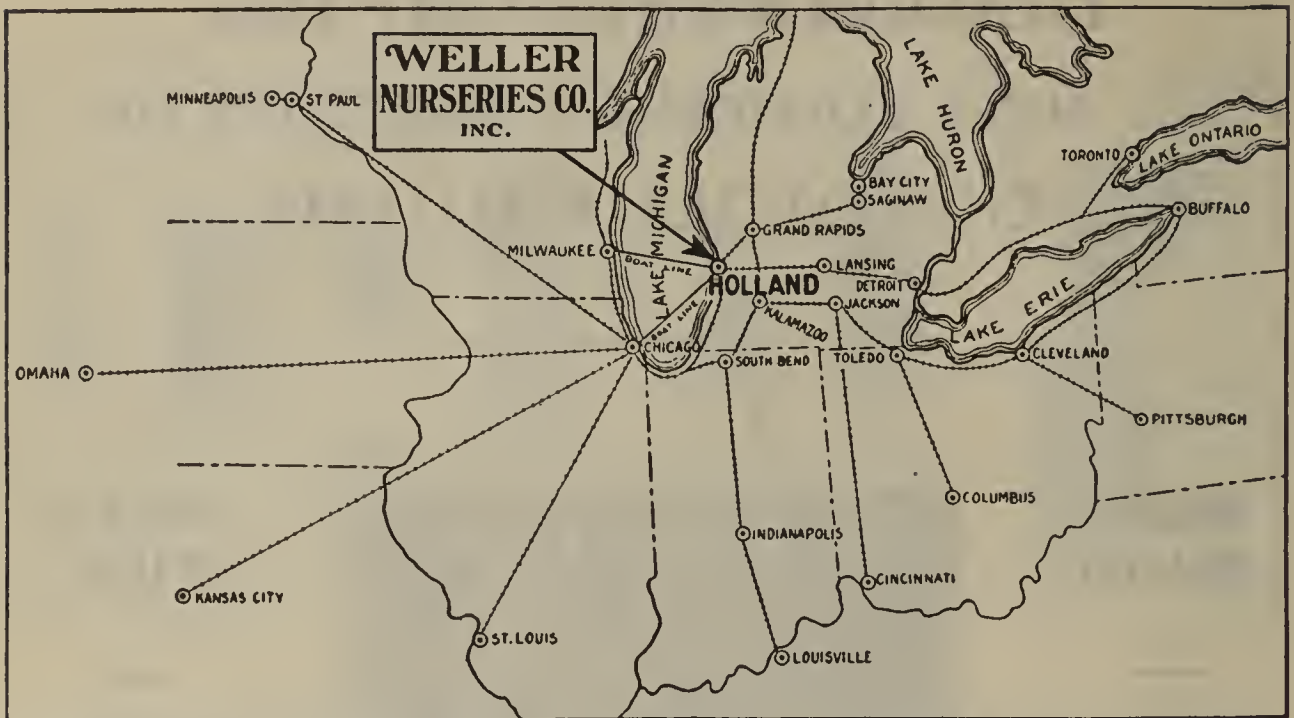
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HANDY

Featured above is the self-selling, attractive package which contains twelve as-sorted GLADIOLUS BULBS . . . no two bulbs alike . . . each collection comprising beautiful varieties chosen for combination and color blending. Each carton is a rare treat for the flower lover . . . and a neat profit maker for the aggressive merchant. This makes a beautiful gift box.

PRICES		
Quantity	1st. Size (1½" diam.)	2nd. Size (1¼"-1½" diam.)
100 Boxes or over.....	20c each	15c each
250 Boxes or over.....	19c each	14c each
500 Boxes or over.....	18c each	13c each

Every box has full directions for planting, making it ideal for even the casual gardener. We suggest that each of our stores carry at least a fair stock of these boxes and give them a preferred place. Concentrate your efforts on this wonderful service—it is clean and occupies but little sales time and counter space. Our stock is large and re-orders reach you in record time. Get your share of this business.



"THE MOST IDEALLY LOCATED PERENNIAL NURSERY"

TERMS AND CONDITIONS

Before we care to close any contract it must be distinctly understood on your part that during this season and while you are offering Holland Florex Products for sale in your store, you shall not offer for sale any other similar products of the same varieties and description in connection with any Holland Florex Displays, whereby the public might be defrauded and the reputation of Holland Florex Products suffer or be injured.

It is mutually understood that the Economy Metal Stand furnished with the Economy Display shall remain the property of the Weller Nurseries Co., Inc., and that you agree to return the same at our expense whenever you decide to discontinue the handling of Holland Florex Products.

All prices are f. o. b. Holland, Mich., net 30 days; 2% in 10 days.

We guarantee that all plants and bulbs shipped on this order shall be in A No. 1 condition upon arrival, and to replace free of charge without question any plants which should prove otherwise, if notified within five days after arrival of the shipment. If damage to shipment has been caused by the transportation company, claim should be filed with them immediately, or if you will notify us of the extent of the damage we will do this for you.

We guarantee to give our customers prompt and efficient service and to fill their orders as completely as possible as long as our supply lasts. As varieties sell out purchasers will be notified promptly to stop further orders on them.

It is distinctly understood that no orders will be accepted by us on Consignment basis, and that we will not be responsible for any stock left unsold or such stock as may spoil on your hands by failure on your part to dispose of it or care for it.

WELLER NURSERIES CO., INC.